

## CLAIMS

What is claimed is:

- 1 1. A method for allocating responsibilities in a supply chain management  
2 framework, comprising:  
3 a) receiving an agreement between a plurality of parties in a supply chain;  
4 b) identifying a plurality of terms of the agreement;  
5 c) parsing the terms into at least a pair of groups including a first group of terms  
6 including commercial terms and a second group of terms including brand identity  
7 terms, each of the terms outlining a responsibility; and  
8 d) allocating the responsibilities among the parties based on the parsing.
- 1 2. The method of claim 1, wherein a first party is allocated the responsibilities  
2 outlined by the first group of terms and a second party is allocated the  
3 responsibilities outlined by the second group of terms.
- 1 3. The method of claim 1, wherein the parties are allocated the responsibilities  
2 outlined by one of the groups of terms.
- 1 4. The method of claim 1, wherein the agreement is received utilizing network.
- 1 5. The method of claim 4, wherein the terms are parsed automatically utilizing a  
2 template.
- 1 6. The method of claim 5, wherein the responsibilities are allocated by transmitting  
2 electronic mail utilizing the network.
- 1 7. The method of claim 1, wherein the agreement includes an operating agreement.

- 1 8. A system for allocating responsibilities in a supply chain management framework,  
2 comprising:
  - 3 a) logic for receiving an agreement between a plurality of parties in a supply chain;
  - 4 b) logic for identifying a plurality of terms of the agreement;
  - 5 c) logic for parsing the terms into at least a pair of groups including a first group of  
6 terms including commercial terms and a second group of terms including brand  
7 identity terms, each of the terms outlining a responsibility; and
  - 8 d) logic for allocating the responsibilities among the parties based on the parsing.

- 1 9. The system of claim 8, wherein a first party is allocated the responsibilities  
2 outlined by the first group of terms and a second party is allocated the  
3 responsibilities outlined by the second group of terms.

- 1 10. The system of claim 8, wherein the parties are allocated the responsibilities  
2 outlined by one of the groups of terms.

- 1 11. The system of claim 8, wherein the agreement is received utilizing network.

- 1 12. The system of claim 11, wherein the terms are parsed automatically utilizing a  
2 template.

- 1 13. The system of claim 12, wherein the responsibilities are allocated by transmitting  
2 electronic mail utilizing the network.

- 1 14. The system of claim 8, wherein the agreement includes an operating agreement.

- 1 15. A computer program product for allocating responsibilities in a supply chain  
2 management framework, comprising:
  - 3 a) computer code for receiving an agreement between a plurality of parties in a  
4 supply chain;
  - 5 b) computer code for identifying a plurality of terms of the agreement;

- 6 c) computer code for parsing the terms into at least a pair of groups including a first  
7 group of terms including commercial terms and a second group of terms including  
8 brand identity terms, each of the terms outlining a responsibility; and  
9 d) computer code for allocating the responsibilities among the parties based on the  
10 parsing.

1 16. The computer program product of claim 15, wherein a first party is allocated the  
2 responsibilities outlined by the first group of terms and a second party is allocated  
3 the responsibilities outlined by the second group of terms.

1 17. The computer program product of claim 15, wherein the parties are allocated the  
2 responsibilities outlined by one of the groups of terms.

1 18. The computer program product of claim 15, wherein the agreement is received  
2 utilizing network.

1 19. The computer program product of claim 18, wherein the terms are parsed  
2 automatically utilizing a template.

1 20. The computer program product of claim 19, wherein the responsibilities are  
2 allocated by transmitting electronic mail utilizing the network.